

Local News

WFMS believes that local news and information is one of the primary reasons our listeners depend on us.

WFMS provides locally-produced hourly newscasts six days a week. Morning drive newscasts air twice-hourly. A minimum of 101 live local newscasts air on WFMS each week. The resources of an in-house news department are supplemented by a unique partnership with local television station WTHR, an outlet not otherwise affiliated with station ownership.

Regular programming is interrupted to provide coverage of breaking news.

While many local broadcast outlets deliver only network news programming, we believe our demonstrated commitment to airing only locally-produced content better serves the listenership.

Local Public Affairs

WFMS features 60 minutes of locally-produced public affairs programming each week. Community Connections is a topical half-hour interview program that gives area non-profits and governmental agencies a forum to inform the public of their work.

In addition, WFMS airs 30-minute programs produced by local agencies such as the public library system, animal care & control and municipal police department. This long-form presentation is a unique opportunity for these groups to deliver detailed information about programs important to the public.

Furthermore, on-air personalities frequently invite representatives of charitable groups and events to guest during a segment of live programming. Given that such appearances typically occur during peak audience dayparts, this opportunity often proves quite valuable to the guest organization.

Creating or Selecting Programming

The radio stations of Susquehanna Indianapolis demonstrate their commitment to formulating programming which meets the needs of our audiences. To that end, a significant financial outlay has been made annually toward listener panels, events which ascertain local radio tastes and programming desires. This year, \$25,000 was spent for such work on WFMS this year.

Listener comment mail is also an important component of programming selection. Such mail is routed to responsible staff, promptly considered, answered, then placed in the Public File.

Emergency Programming

The staff of WFMS provided leadership in the intensive effort to move Indiana into the "Amber Alert age". The stations' general manager and chief engineer continue to serve on the board of directors of Indiana's Amber Alert Committee, and were instrumental in creating a system that has proven to be a national model.

We have offered the technical skills and logistical commitment to be designated a Local Primary outlet for the Emergency Alert System.

In addition to an unyielding dedication to making sure listeners receive immediate warning of approach of dangerous weather, WFMS creates timely programming responsive to the needs of those affected by weather-related disasters.

WFMS has contract relationships with one of the listening area's most credible weather forecasters, affiliated with a television organization whose investment in weather technology is unparalleled. WFMS provides both scheduled and "breaking" weather information with this reporter.

WFMS provides frequent live reports on highway traffic conditions each weekday. Many reports are transmitted from reporters stationed in dedicated aircraft, an uncommon investment among local broadcast outlets. In addition to traffic reports during peak commuter traffic times, coverage of special event traffic (i.e., the Indianapolis 500) and holiday shopping season traffic snarls is provided.

Political Programming

The Mayor of Indianapolis appears as a regular guest on WFMS. These appearances offer the community unique access to the city's chief executive.

In addition, in the midst of a protracted 2004 gubernatorial race in Indiana, the principals appeared in local morning show programming. Incumbent Governor Joe Kernan and challenger Mitch Daniels used the opportunity to speak to our listeners and the general electorate as the campaign entered its final month.

WFMS actively supported the effort of the Indiana Broadcasters Association to encourage voter registration. Public Service Announcements on the topic aired on WFMS.

Election night programming includes up-to-the-minute tabulations of the most-watched races, and coverage which extended late into the night, until a winner was declared.

Civic, Cultural and Other Community-Responsive Programming

The WFMS Friends & Neighbors Program takes station personnel and equipment to area pancake breakfasts, community festivals and parades. The program also provides important pre-event publicity for the activities of local non-profit groups. More than 100 Friends and Neighbors "stops" took place this year

Public Service Announcements air daily in every daypart on WFMS. In addition, the station's website has "community pages" so that every legitimate event of non-profits in the area can be publicized.

The support which local agencies have received from our PSA programming has many groups calling us important partners in their success. Programs such as the 500 Festival, the United Way, the Visiting Nurse Service and countless others rely on the publicity they receive from our PSA's.

Station Participation in Community Activities

The C.K. Webb Memorial Grant is a means for WFMS to further support the organizations which participate in our Friends & Neighbors programming. Supported by a contribution from the Susquehanna Radio Family Foundation, the grant provides funding for unique neighborhood-level programs.

In addition to the offer of Public Service Announcements, the community enjoys the service of our employees. The staff and employees of WFMS share the station's commitment to community service, and volunteer to serve on the boards and committees of many local non-profit and civic groups.

Music

Our radio stations book local acts for many events we organize. This effort has been instrumental in widening the audience for such acts, contributing to their success.

Michael W. Orr
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WFMS Indianapolis